

LISTING OF THE CLAIMS:

Claims 1-10 (Cancelled)

11. (Currently amended) A system for researching advertising effect of a program or commercial message by issuing and collecting a shopping coupon, comprising:

a broadcasting or transmitting unit for broadcasting or transmitting ~~[[a]]~~ the program or commercial message;

a service center for managing number of issuances of coupons for the program or commercial message; and

a receiver for receiving the program or commercial message via a network;

wherein the broadcasting or transmitting unit comprises:

(1) coupon information broadcasting/transmitting means for broadcasting or transmitting coupon information, which includes a coupon identifier of the shopping coupon and is received from the service center, for use in requesting issuance of a shopping coupon together with the program or commercial message;

(2) coupon issuance number receiving means for receiving number of issuances of the shopping coupon from the service center; and

(3) broadcasting/transmitting management means for determining a ~~period, a number of times or a fee,~~ fee necessary for the broadcasting or transmitting of the program or commercial message, on the basis of the number of issuances of the shopping ~~coupon~~ coupon, wherein a provider of the program or commercial message is required to pay the fee, the broadcasting/transmitting

management means making the fee higher as the number of issuances of the shopping coupon increases;

wherein the service center comprises:

(a) coupon managing means for managing the shopping coupon including the coupon identifier;

(b) coupon information sending means for generating the coupon information attached with the coupon identifier managed in the coupon managing means and sending the generated coupon information to the coupon information broadcasting/transmitting means;

[[a)] (c) request receiving means for receiving a shopping coupon issuance request including [[an]] information on the program or commercial message including a name of the program or commercial message and date, time and a channel via which the program or commercial message is broadcasted/transmitted and the identifier of the shopping coupon from the receiver via a network;

[[b)] (d) coupon transmitting means for transmitting for, in response to the shopping coupon issuance request, selecting the shopping coupon corresponding to the coupon identifier included in the shopping coupon issuance request from the shopping coupon managed in the coupon managing means and transmitting the selected shopping coupon to the receiver via the network in response to the shopping coupon issuance request;

[[c)] (e) history storing means for storing a history including the identifier of the shopping coupon and the information on the program or

commercial message based on the shopping coupon issuance request when the coupon transmitting means transmits the shopping coupon to the receiver; and

[[(d)]] (f) calculating means for calculating the number of issuances of the shopping coupon for the program or commercial message based on the history; and

wherein the receiver of the program or commercial message comprises:

(i) information attaching means for generating the shopping coupon issuance request including the coupon identifier based on the coupon information and attaching the information on the program or commercial message to the shopping coupon issuance request, when transmitting the shopping coupon issuance request; and

(ii) coupon requesting means for transmitting the shopping coupon issuance request with the attached information on the program or commercial message to the service center via the network.

12. (Cancelled)

13. (Currently amended) A system for researching advertising effect of a program or commercial message by issuing and collecting a shopping coupon, comprising:

a broadcasting or transmitting unit for broadcasting or transmitting [[a]] the program or commercial message;

a service center for managing number of coupons used for the program or commercial message; and

a receiver for receiving the program or commercial message;

wherein the broadcasting or transmitting unit comprises:

(1) coupon information broadcasting/transmitting means for broadcasting or transmitting coupon information, which includes a coupon identifier of the shopping coupon and is received from the service center, for use in requesting issuance of a shopping coupon together with the program or commercial message;

(2) coupon use number receiving means for receiving number of uses of the shopping coupon for each program or commercial message from the service center;

(3) broadcasting/transmitting managing means for determining a ~~period, a number of times or a fee,~~ fee necessary for broadcasting or transmitting the program or commercial message, on the basis of the number of uses of the shopping coupon for the program or commercial ~~message~~ message, wherein a provider of the program or commercial message is required to pay the fee, the broadcasting/transmitting managing means making the fee higher as the number of uses of the shopping coupon increases; and

wherein the service center comprises:

(a) coupon managing means for managing the shopping coupon including the coupon identifier;

(b) coupon information sending means for generating the coupon information attached with the coupon identifier managed in the coupon managing means and sending the generated coupon information to the coupon information broadcasting/transmitting means;

[[a)] (c) request receiving means for receiving a shopping coupon issuance request including [[an]] information on the program or commercial message including a name of the program or commercial message and date, time and a channel via which the program or commercial message is broadcasted/transmitted and the identifier of the shopping coupon from a receiver via a network;

[[b)] (d) coupon transmitting means ~~for transmitting~~ for, in response to the shopping coupon issuance request, selecting the shopping coupon corresponding to the coupon identifier included in the shopping coupon issuance request from the shopping coupon managed in the coupon managing means and transmitting the selected shopping coupon to the receiver via the network ~~in response to the shopping coupon issuance request~~;

[[c)] (e) history storing means for storing a history including the identifier of the shopping coupon and the information on the program or commercial message based on the shopping coupon issuance request when the coupon transmitting means transmits the shopping coupon to the receiver;

[[d)] (f) used coupon receiving means for receiving a used coupon from a store terminal;

[[e)] (g) history updating means for updating the stored history in accordance with the received used coupon; and

[[f)] (h) calculating means for calculating the number of uses of the shopping coupon for the program or commercial message based on the updated history; and

wherein the receiver of the program or commercial message comprises:

(i) information attaching means for generating the shopping coupon issuance request including the coupon identifier based on the coupon information and attaching the information on the program or commercial message to the shopping coupon issuance request, when transmitting the shopping coupon issuance request; and

(ii) coupon requesting means for transmitting the shopping coupon issuance request with the attached information on the program or commercial message to the service center unit via the network.

14. (Cancelled)

15. (Currently amended) A system for researching advertising effect of a program or commercial message by issuing and collecting a shopping coupon, comprising:

a broadcasting or transmitting unit for broadcasting or transmitting ~~[[a]]~~ the program or commercial message; and

a receiver for receiving the program or commercial message;

wherein the broadcasting or transmitting unit comprises:

(1) coupon information broadcasting/transmitting means for broadcasting or transmitting coupon information, including ~~[[an]]~~ a coupon identifier of ~~[[a]]~~ the shopping coupon for use in requesting an issuance of the shopping coupon together with the program or commercial message;

(2) coupon managing means for managing the shopping coupon including the coupon identifier:

(3) coupon information generating means for generating the coupon information by attaching the coupon identifier managed in the coupon managing means;

[[(2)] (4) request receiving means for receiving a request for issuance of the shopping coupon of the program or commercial message via a network, the shopping coupon issuance request including information on the program or commercial message including a name of the program or commercial message and date, time and a channel via which the program or commercial message is broadcasted/transmitted and the coupon identifier of the shopping coupon;

[[(3)] (5) coupon transmitting means ~~for transmitting for, in response to the shopping coupon issuance request, selecting the shopping coupon corresponding to the coupon identifier including in the shopping coupon issuance request from the shopping coupon managed in the coupon managing means and transmitting the selected shopping coupon to the receiver via the network;~~

[[(4)] (6) history storing means for storing a history including the identifier of the shopping coupon and information on the program or commercial message based on the shopping coupon issuance request when the coupon transmitting means transmits the shopping coupon to the receiver;

[[(5)] (7) coupon issuance number analyzing means for calculating the number of issuances of the shopping coupon for the program or commercial message based on the history; and

[[(6)] (8) broadcasting/transmitting management means for determining a ~~period, a number of times or a fee,~~ fee necessary for broadcasting or transmitting the program or commercial message, on the basis of number of

issuances of the shopping ~~coupon~~ coupon, wherein a provider of the program or commercial message is required to pay the fee, the broadcasting/transmitting management means making the fee higher as the number of issuances of the shopping coupon increases; and

wherein the receiver of the program or commercial message comprises:

(i) request generating means for generating the coupon issuance request including the identifier of the shopping coupon included in the coupon information;

(ii) information attaching means for attaching information on the program or commercial message to the shopping coupon issuance request, when transmitting the shopping coupon issuance request; and

(iii) transmitting means for transmitting the shopping coupon issuance request with the attached information on the program or commercial message to the broadcasting or transmitting unit via the network.

16. (Cancelled)

17. (Currently amended) A system, for researching advertising effect of a program or commercial message by issuing and collecting a shopping coupon, comprising:

a broadcasting or transmitting unit for broadcasting or transmitting [[a]] the program or commercial message; and

a receiver for receiving the program or commercial message;

wherein the broadcasting or transmitting unit comprises:

(1) coupon information broadcasting/transmitting means for broadcasting or transmitting coupon information, including [[an]] a coupon identifier of [[a]] the shopping coupon for use in requesting issuance of the shopping coupon together with the program or commercial message;

(2) coupon managing means for managing the shopping coupon including the coupon identifier;

(3) coupon information generating means for generating the coupon information by attaching the coupon identifier managed in the coupon managing means;

[[(2)]] (4) request receiving means for receiving a shopping coupon issuance request including information on the program or commercial message including a name of the program or commercial message and date, time and a channel via which the program or commercial message is broadcasted/transmitted and the identifier of the shopping coupon from the receiver of the program or commercial message via a network;

[[(3)]] (5) coupon transmitting means ~~for transmitting for, in response to the shopping coupon issuance request, selecting the shopping coupon corresponding to the coupon identifier including in the shopping coupon issuance request from the shopping coupon managed in the coupon managing means and issuing the shopping coupon to the receiver via the network in response to the shopping coupon issuance request;~~

[[(4)]] (6) history storing means for storing a history including an identifier of the shopping coupon and information on the program or commercial

message based on the shopping coupon issuance request when the coupon issuing means issues the shopping coupon to the receiver;

[[(5)] (7) coupon use status receiving means for receiving a coupon use status indicating that the shopping coupon has been used, from a coupon affiliated store terminal managing the used coupon;

[[(6)] (8) history updating means for updating the stored history in accordance with the received coupon use status;

[[(7)] (9) coupon use number analyzing means for calculating number of coupons used for the program or commercial message based on the updated history; and

[[(8)] (10) broadcasting/transmitting management means for determining a period, ~~a number of times or~~ fee necessary for broadcasting or transmitting the program or commercial message on the basis of number of uses of the shopping coupon for the program or commercial ~~message~~ message, wherein a provider of the program or commercial message is required to pay the fee, the broadcasting/transmitting management means making the fee higher as the number of uses of the shopping coupon increases; and

wherein the receiver of the program or commercial message comprises:

(i) request generating means for generating the coupon issuance request including the identifier of the shopping coupon included in the coupon information;

(ii) information attaching means for attaching information on the program or commercial message to the shopping coupon issuance request, when transmitting the shopping coupon issuance request; and

(iii) coupon requesting means for transmitting the shopping coupon issuance request with the attached information on the program or commercial message to the broadcasting or transmitting unit via the network.

Claims 18-28 (Cancelled)

29. (Currently amended) The system in accordance with claim 11, wherein:
the service center includes coupon generating means for generating the shopping coupon,
the coupon generating means ~~inserts~~ is configured to insert the coupon identifier into the coupon information and ~~transmits~~ transmit the coupon information to the broadcasting/transmitting means,
the broadcast or transmitted coupon information includes the coupon identifier,
the shopping coupon issuance request includes the coupon identifier, and
the coupon transmitting means of the service center ~~selects~~ is configured to select the shopping coupon to be sent to the receiver according to the coupon identifier included in the shopping coupon issuance request from the receiver.

30. (Cancelled)

31. (Currently amended) The system in accordance with claim 13, wherein:
the shopping coupon issuance request is attached with audience information, including gender and age zone,
the used shopping coupon received from the store terminal is attached with date and time when the shopping coupon is used,

the history storing means ~~stores~~ is configured for storing date and time when the shopping coupon was issued and when the shopping coupon is transmitted,

the calculating means of the service center ~~calculates~~ is configured for calculating the number of issuances of the shopping coupon and the number of uses of the shopping coupon for each coupon obtained for each program or commercial message and for each gender and each age zone based on the information on the program or commercial message, the information on the audience, the date and time when the coupon was issued.

32. (Currently amended) The system in accordance with claim 11, wherein:

the information attaching means ~~obtains~~ includes:

means for receiving an electronic program guide; and

means for obtaining the information on the program or commercial message by referring to [[an]] the electronic program guide ~~received and stored by the receiver~~ to attach the obtained information to the shopping coupon issuance request.

33. (Currently amended) The system in accordance with claim 13, wherein:

the information attaching means ~~obtains~~ includes:

means for receiving an electronic program guide; and

means for obtaining the information on the program or commercial message by referring to [[an]] the electronic program guide ~~received and stored by the receiver~~ to attach the obtained information to the shopping coupon issuance request.

34. (Currently amended) The system in accordance with claim 11, wherein the coupon information broadcasting/transmitting means includes a transmitter, and the transmitter

~~broadcasts~~ is configured to broadcast the coupon information until the number of issuances of the shopping coupon reaches a predetermined number.

35. (Currently amended) The system in accordance with claim 11, wherein:

the history storing means ~~stores~~ is configured for storing for each coupon audience information included in the coupon issuance request and the date and time when the coupon is issued, and

the calculating means ~~calculates~~ is configured for calculating the number of the issuances of the shopping coupon for time zone of the program or the commercial message and ~~calculates~~ calculating the number of issuances of the shopping coupon for gender and age range for the program or commercial message on the basis of the information on the program or the commercial message, and the audience information and the date and time when the coupon is issued, which are stored in the history storing means.

36. (Cancelled)

37. (Currently amended) The system in accordance with claim 13, wherein the coupon information broadcasting/transmitting means includes a transmitter, and the transmitter ~~broadcasts~~ is configured to broadcast the coupon information until the number of uses of the shopping coupon reaches a predetermined number.

38. (Currently amended) The system in accordance with claim 13, wherein:

the history storing means ~~stores~~ is configured for storing audience information included in the coupon issuance request and the date and time when the coupon is issued, and

the calculating means ~~calculates~~ is configured for calculating the number of the use of the shopping coupon for time zone in the program or the commercial message and ~~calculates~~ calculating the number of uses of the shopping coupon for gender and age range for the program or commercial message on the basis of the information on the program or the commercial message, and the audience information and the date and time when the coupon is issued, which are stored in the history storing means.

39. (Cancelled)